

Sample Text Identities



Employee Charitable Campaign



Construction Works

Recognizing jobsites that recycle,
reduce waste and use recycled products



King County



City of Seattle



HENDERSON/M.L.KING CSO Project



King County

Green River Basin Program

Serving Auburn, Kent, Renton, Tukwila and King County

What is a Text Identity?

King County Graphic Standards policy dictates that no other logos are to be used. The only exceptions are the exempted logos used for Metro Transit Division, Public Health – Seattle & King County and King County International Airport/ Boeing Field. However, in certain situations, a unique identity can be created with the correct use of type or text in single word or phrase form that works within the bounds of the standards. The King County logo must always accompany this Text Identity and be in close proximity to it. Numerous examples show various arrangements and possibilities of the King County logo (and partners) combined with this Text Identity.

Some Text Identity Situations

Major Annual Celebrations/Special Events

- Martin Luther King Celebration
- Thurgood Marshal Celebration
- Employee Charitable Campaign
- Anniversaries and Commemorations
- 75th Anniversary of King County International Airport
- 20th Anniversary of the Waterfront Streetcar
- 150th Anniversary of King County–Sesquicentennial

Major Programs/Unique Projects

- Brightwater Treatment System
- Construction Works
- King County Fair
- Major Basin Programs
- Metro sub -brands ie, Vanpool, etc.
- Henderson/MLK CSO Project

Design Parameters



Color

Black or reverse only (where black is used in single or multi-color printing)



Color or reverse (where one or more color(s) other than black are used in single or multi-color printing)



Not acceptable



Design of Text

Acceptable

BRIGHTWATER

BRIGHTWATER

BrightWater

Bright Water

Bright Water

(Children's Programs Only)

Not acceptable

BrightWater

BRIGHTWATER

Bright Water

Parameters for Creating Text-Only Identity

- Color: Text-only identities are to be printed in black only. The addition of a second color is not permitted. The only exemptions are the King County Charitable Campaign and King County Fair. If a publication uses one or more colors (other than black), then the text identity is printed in one of these colors. The same color guidelines used for the King County logo also apply to a Text Identity. (see section 3.0)
- Highly decorative or stylized fonts are to be avoided as well as altering or changing the basic letter shapes of the font.

- Use no more than two font families, preferably one when creating a Text Identity.
- Using different styles within a font family (italics, demi, thin, etc.), mixing cases and sizes, as well as altering letter spacing or line spacing, are ways to create variation.
- Adding of lines, swashes or incorporating other graphical elements (except the King County logo) is to be avoided.
- Tag lines, by-lines and slogans can be added in a smaller font size to increase understanding.
- *The King County logo must appear in close proximity to the Text Identity* when the logo stands alone or combined with partnerships. (See examples).

Minimum Sizes for King County Logo Attached to Text Identity

- The King County logo when used with Text Identities must not be any smaller than the recommended minimum sizes shown below. The King County logo must always accompany this Text Identity and be in close proximity to it.



Smallest Sizes



**Employee
Charitable
Campaign**



Smallest Size

Construction Works

Recognizing jobsites that recycle,
reduce waste and use recycled products



Smallest Size



City of Seattle



King County

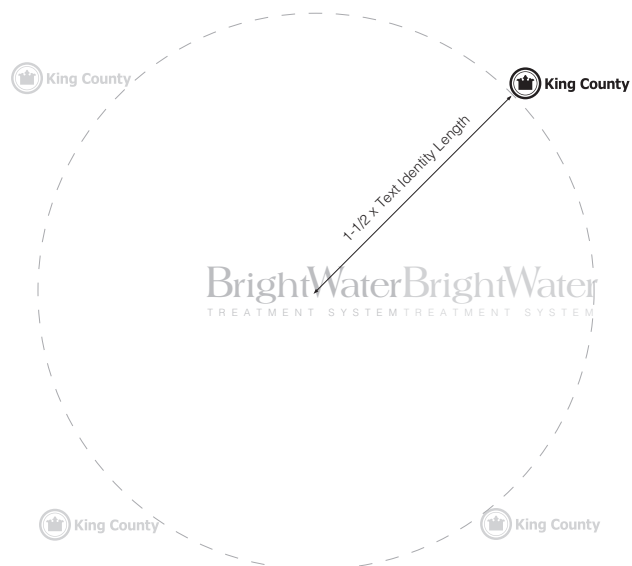


Smallest Size

Green River Basin Program

Serving Auburn, Kent, Renton, Tukwila and King County

"Close Proximity" Measurement



Options for Using Text Identities at Small Scale with the King County Logo

- There are many situations where a small scale Text Identity will render the King County logo below the minimum size requirement. To adjust for this, the King County logo may be placed to either side or underneath the smaller scale Text Identity as long as the logo is in its same relative sequence as that viewed in larger format.

Logo placed in front



Logos placed to the right



Logo placed in front



Logo placed underneath

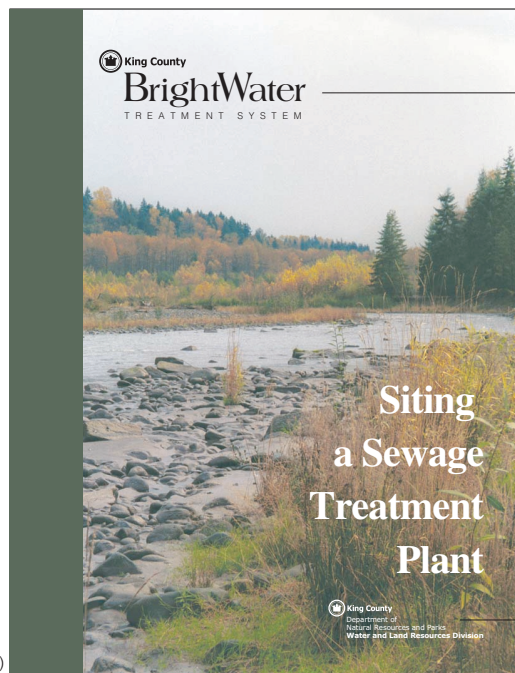


Preferred Layouts

Shown are reduced 8.5" x 11" covers

Text Identity
appears in black
with KC logo in
close proximity

KC logo with
Agency Information
located in top 20%



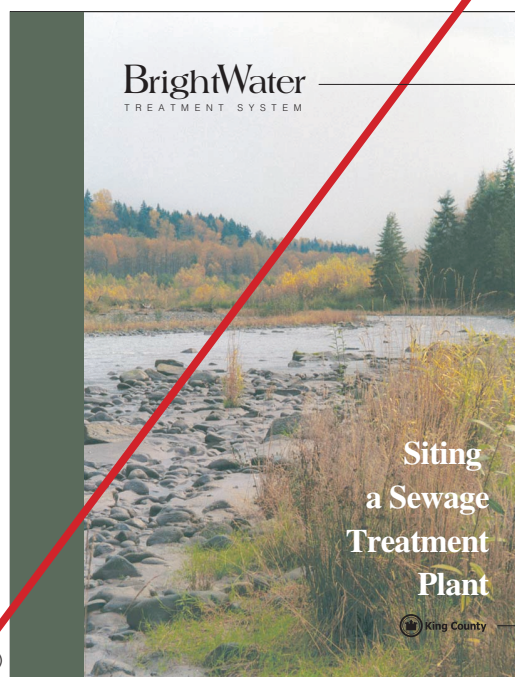
Text Identity
appears in black
with KC logo in
close proximity

Correct agency
information
appears on cover

Unacceptable Layouts

Text Identity
appears in a color
other than black

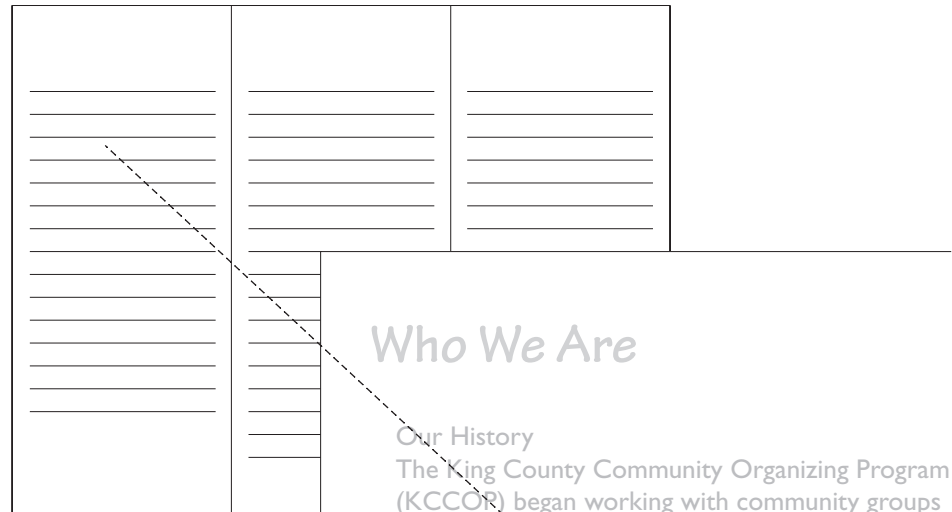
KC logo is not in
close proximity



KC logo is not in
close proximity

Correct agency
information is
missing on cover

The Text-Identity Used in Body Copy



Who We Are

Our History

The King County Community Organizing Program (KCCOP) began working with community groups and coalitions to implement alcohol and other drug prevention strategies in 1989.

Our community-based core advisory Board was established to ensure **BrightWater** our accountability to community, State, and Federal funds. We funded by the Federal Safe and Drug Free Schools and Communities Act, through the Washington State Office of Community Development. KCCOP is housed in the King County Community and Human Services, Community

Text Identity as a Word in a Sentence

When a Text Identity name appears as a word in large areas of copy, the name should appear in the same font family and size as the text around it. The words "King County" does not need to appear before the Text Identity.

Exceptions to Guidelines

Call King County Graphic Design and Production Services at 206-205-8550 for review.

The Text-Identity Depicted within a Standard Agency Hierarchy



Creating Complete Identification and Tag Lines

When creating a Text Identity it is important to include all the correct and complete information to accurately identify the program or project such as:

West Point Treatment Plant		West Point
Renton Treatment Plant	vs.	Renton Plant
Brightwater Treatment System		Brightwater

The use of tag lines can help facilitate correct identification and add greater understanding to the program or project.